

DEPARTMENT OF THE ARMY  
Portland District, Corps of Engineers  
P.O. Box 2946  
Portland, Oregon 97208-2946

NPPPA  
Regulation  
No. 360-2-1

1 June 1984

Public Information  
PUBLIC AFFAIRS PROGRAM

1. PURPOSE. This regulation outlines general policies, objectives and organizational responsibilities of the Portland District Public Affairs Program and prescribes procedures for public information activities.

2. APPLICABILITY. All elements of the District.

3. REFERENCES.

- a. ER 360-1-1, Public Affairs.
- b. NPDR 360-1-1, Public Affairs Program.
- c. AR 360-5, Public Information.
- d. AR 360-81, Command Information Program.
- e. NPDR 108-1-1, Maintenance of Current Library of 35mm Color Slides and Vu-graphs.
- f. ER 1-1-155, Visits by the Commander and Deputy Commander.
- g. EP 310-1-6, Graphics Standards Manual.
- h. ER 1130-2-401, Visitor Center Program.
- i. ER 1-1-24, Information Program for the Engineer Family.
- j. ER 360-1-2, Unified Visual Communication System.
- k. AR 310-1, Publications, Blank Forms, and Printing Management.
- l. AR 310-2, Identification and Distribution of DA Publications and Issue of Agency and Command Administrative Publications.
- m. The Freedom of Information Act (5 USC 552).
- n. The Freedom of Information Act Amendments (PL 93-502).

4. GENERAL.

a. Public Affairs is the planned effort to evaluate public attitudes, identify the policies of the Corps and the District with the public interest, and execute a program of action to earn public understanding and acceptance.

b. The various publics to which the District has an obligation to establish and maintain communication include the general public of the United States, residents within the District boundaries, the news media as a special public and a means to inform the public, special interests such as navigation and flood control and the construction industry, members of the Congress, civic and educational organizations, irrigation, recreation, natural resources and hydropower interests, and others. Communication with Officers and

---

\*This regulation supersedes PDR 360-2-1, dated 10 Jan 75.

employees of the corps and the District is achieved through the command information segment of the Public Information Program.

#### 5. OBJECTIVES.

a. To provide information about District activities and actions fully and on a timely basis, except as exempt under the Freedom of Information and Privacy Acts, to carry out the Department of the Army policy: "To insure that no information is withheld which the people of the United States have a right to know, and to assure that classified defense information is properly safeguarded."

b. To develop an accurate perception and understanding of Corps and District policies, programs, services and activities by establishing and maintaining mutual communication with both internal and external publics.

c. To advise management on the potential public reaction to proposed policy, and to identify communication needs and carry out the public information program to support and disseminate policy decisions.

d. To plan, execute and evaluate the effectiveness of the information and communication program in furthering District goals.

#### 6. RESPONSIBILITIES.

a. The Public Affairs Office has overall responsibility for the District Public Information Program and for District compliance with applicable directives. Specific responsibilities are defined in the topic areas described herein.

b. All District elements will keep the PAO informed of activities with public information impact or implication or potential public controversy, and invite PAO to participate in discussions of such issues when policies and decisions are being made. PAO will be informed when studies are initiated or project planning begins.

c. Public perception of the District as a responsive professional organization of integrity can be achieved only through the coordinated and individual efforts of all employees. It is, therefore, the responsibility of each employee to handle public contacts courteously and professionally.

d. It is the responsibility of all District elements to be aware of the provisions of the Freedom of Information Act, as amended 21 November 1974.

#### 7. NEW MEDIA

a. Official District Spokesman. The District Commander, Deputy District Commander and Public Affairs Officer are the authorized spokesman for the District on all matters relating to Corps or District policy.

(1) Project Managers and Resident Engineers are authorized to act as spokesmen in response to routine requests for factual data, or to provide

factual information about non-controversial construction or operations of individual projects.

(2) Other District staff may be authorized to act as spokesmen in specific instances on topics within their expertise or supervision.

(3) Statements to news media or the public should at all times accurately reflect the Corps' and District's overall position and policy and be limited to the employee's area of responsibility or expertise. See paragraph 7b(6) for additional guidance.

b. Release of Information. The Public Affairs Office is responsible for the release of information to the news media. All written news releases will originate from the Public Affairs Office. Accuracy of information releases will be assured through proper staff coordination. PAO will provide copies of all news releases to offices concerned with the release and to other applicable offices at the time each release is made.

(1) Information requested for the news media will be supplied to PAO on an expedited basis to ensure that the District response is timely and reflects favorably on the Corps' competency, professionalism and responsiveness. Reporters work on extremely short deadlines; to delay a response is to be nonresponsive.

(2) A copy of each District media release will be furnished promptly to the Division PAO.

(3) Media releases announcing the assignment of a District Commander will be made after receipt of biographical material from HQUSACE-PA and at least five working days after the letter notification to Congress.

(4) Offices responsible for issuing public notices will coordinate with PAO prior to public release of the notice. When appropriate, a news release will be developed by PAO and sent with the public notice to the media.

(5) All contacts initiated by an employee with the news media will be through the Public Affairs Office except as provided otherwise herein. Employees contacted by the news media will obtain the name, organization, and telephone number of the reporter and the information requested. The employee will advise the reporter that PAO will be immediately notified and the call will be returned. The employee will immediately relay the substance of the call to PAO, and provide information pertinent to assist in a coordinated and factual response.

(6) The following general guidance is provided for the release of information by authorized District personnel.

(a) Personal views, comments about Corps of Engineers policies, information involving other Government agencies, and opinions concerning labor disputes or controversies with contractors will be avoided..

(b) Local factual information about the District's activities in connection with construction and operations projects may be released in the local field by Resident Engineers or Project Managers.

(c) Any information released shall include proper identification of Portland District, U.S. Army Corps of Engineers.

c. Providing Information to PAO. Information of an emergency, sensitive or controversial nature will be provided to PAO by District offices on an immediate or timely basis, with background material as appropriate. More routine information will be furnished to PAO in typed draft, double spaced as narrative or facts. News release form is not required. The office submitting information will be responsible for its factual accuracy. Information to be provided includes, but is not limited to:

INITIATING ORGANIZATION

TYPE OF INFORMATION

Engineering Division

Survey programs, new starts, public hearings, major architect-engineer contract awards, program status, other major developments in civil works for others.

Planning Division

Initiation and progress on studies, environmental impact statements, fisheries research, public notices, public meetings.

Construction Division

Construction progress (major stages, changes, strikes, local impact, innovative methods) on significant projects, impending events such as groundbreaking or project completions.

Project Operations Division

Important development on O&M projects, seasonal changes at recreation areas (park openings or closures, visitation hours), lock operation changes.

Procurement & Supply Division

Project contracts (advance notices, bid invitations and amendments, bid openings and awards.

Navigation Division	Public notices of permit requests and public meetings, significant dredge schedules or activity, emergency operations and activities.
Real Estate Division	Important real estate developments (acquisitions, leases, disposals of major interest, action with sensitive or controversial potential.)
Personnel Office	Significant personnel policy actions, major staff changes, hires, promotions, awards.
Comptroller	Significant organizational and functional changes.

8. CONGRESSIONAL LIAISON.

a. The Office of Administrative Services will provide the Public Affairs Office with copies of all incoming presidential, congressional and gubernatorial correspondence. In addition, PAO will be provided copies of replies thereto to insure PAO awareness of potential media issues or inquiries.

b. The names of newly elected U.S. senators and representatives, their congressional district, address and phone number will be provided to NPDPA by PAO the day after they are elected and as changes occur. As soon thereafter as possible, PAO will provide additional information to NPDPA on each to include a biography, photograph, permanent home state and Washington, D.C., office address and telephone number, and the names of major aides and committee assignments.

9. LIAISON WITH FEDERAL, STATE AND LOCAL GOVERNMENT AGENCIES. Cordial and effective working relationships will be established with the PAO's of other Federal, State and local government agencies. Important news announcements affecting other Federal or State and local interests will be made known and coordinated as appropriate with affected officials or PAO's prior to release to the news media.

10. PUBLIC OPINION.

a. PAO is responsible for advising the District Commander, key staff members and higher authority of the public impact of current or future action and significant public opinion developments that may affect the District.

b. News reports and other published material reflecting on the integrity or effectiveness of the Corps' work should be sent or reported promptly to PAO. PAO should be advised on a timely basis of situations which have the potential for adverse public reaction.

11. INFORMATION PAPERS/FACT SHEETS.

a. Fact sheets for the Commander and Deputy Commander, USACE, will be prepared in accordance with ER 1-1-155 in the format specified by NPD, and provided to NPDPA on request.

b. Information papers will be prepared as prescribed in EP 310-1-6, Section 2 in the format specified, and provided to NPDPA on request. Information papers will be revised or updated quarterly, or maintained on a current basis for active projects of significant higher headquarters or media interest, and will be updated as needed for distribution in news media packets, for public meetings or for public information purposes.

12. SPEECHES.

a. Commander and Key Staff. PAO will be informed of speaking engagements requested or accepted through other than PAO channels. If possible, a copy of the speech or outline will be filed with PAO. Assistance in writing, editing or providing visual material will be provided by PAO on request. Copies of speeches given by the District Commander will be forwarded promptly to NPDPA for information purposes. Speeches given by the Division Commander will be provided to PAO and circulated through the District Office.

b. Speakers Bureau. The names of personnel who are trained or experienced in public speaking and well-informed about general or specific District programs or activities should be provided to PAO to assist in informing the public about the Corps when requested by clubs, schools or other organizations. Managers and supervisors will encourage participation in the Speakers Bureau by qualified employees to the extent possible.

13. PUBLIC MEETINGS/PUBLIC INVOLVEMENT. PAO will coordinate with program managers to provide public affairs portions of public involvement plans, and will monitor public involvement programs and public meetings to assist in providing appropriate information to the public and the news media.

14. CEREMONIES AND SPECIAL EVENTS.

a. Groundbreakings and Dedications. ER 360-1-1, Chapter 6, specifies that groundbreakings, dedications and other major ceremonies should be sponsored by an organization other than the Corps, and outlines PAO responsibilities for planning and conducting such events.

(1) The District and Division Commanders and NPDPA will be informed by PAO as soon as the sponsoring organization and ceremony date are set and when invitations are to be issued, and will be kept informed of progress.

(2) The NPD PAO will be made an ex officio member of District committees' planning ceremonies involving Presidential participation.

(3) An annual Special Events Report, ENG Form 4776-R, will be submitted to NPDPA by 15 December each year by PAO and changes reported as they occur, as requested by Commander, USACE (DAEN-PAI).

b. Command Special Events. PAO will plan or assist in planning District special events such as awards or Corps birthday programs, as requested.

15. VISITOR FACILITIES.

a. PAO will participate as specified in ER 1130-2-401, as a member of the Visitor Center Review team, and in all phases of planning and developing visitor facilities. PAO will act as consultant and reviewer in planning and development stages to ensure that written and graphics material is consistent with current Corps policy.

b. Written material for interpretive exhibits and displays prepared by other than the PAO staff must be submitted to PAO for review of concept, narrative and visual content prior to production of displays, audio-visual presentations, etc.

(1) The Interpretive Services (IS) Program at operating projects will be coordinated with the Public Affairs Office. Interpretive services are those communication services provided to the project visitors and others which support management objectives and goals, tell the Corps story, and/or reveal the meanings of and relationships between man-made, natural, cultural and other project features.

(2) Project Operations Division has primary responsibility for administration and management of the IS program and for closely coordinating with PAO on the planning and implementation of major IS activities to assure a team approach toward the mutual goal of communicating effectively with project visitors and others.

(3) Examples of IS activities include programs, demonstrations and talks, tours, exhibits, displays, publications, and audiovisuals.

c. Changes or additions of new material to exhibits or displays at projects will be reviewed by PAO in the draft stage to assure that they conform to Corps policy.

16. GRAPHICS COORDINATOR. As District Graphics Coordinator, PAO is responsible for monitoring design, production and application of all Portland District visual communications to assure conformance with the Corps Graphic Standards of consistency and quality prescribed in EP 310-1-6. All material covered by ER 360-1-2 must be submitted to the Graphics Coordinator for review and approval prior to production. Administrative media covered by the requirements of AR 310-2 are exempt.

17. MAGAZINE ARTICLES/TECHNICAL PAPERS.

a. Individual employees are encouraged to prepare articles for magazines, construction journals, trade press and military service journals. All such written or visual material will be submitted to the Public Affairs Office for editorial and policy review prior to release.

(1) Manuscripts which require review by the Chief of Engineers as defined in ER 360-1-1, Clearance and Public Dissemination of Manuscripts, will be forwarded in five copies through the Public Affairs Office 30 working days prior to the date required for publication.

(2) PAO will be advised through appropriate channels of individual employees' interest in writing material for general or special interest publications. Potential authors are encouraged to submit an article synopsis for submission by PAO to HQUSACE PAO or to appropriate publications to determine interest and special requirements before an article is written. PAO will assist in preparing manuscripts on request.

b. HQUSACE PAO will be informed and an information copy of articles prepared by individuals or PAO will be provided to NPDPA at the time an article is submitted to a magazine.

18. NEWS CLIPS.

a. News clips will be compiled by PAO and provided to the District Commander and routed to interested staff in a timely manner.

b. One copy of each news clip on major news items pertaining to Corps of Engineers activities will be forwarded to HQUSACE and two copies of major clips will be forwarded to NPDPA with a notation of distribution.

19. INFORMATION PAMPHLETS/BROCHURES.

a. PAO is responsible for project information pamphlets, brochures and handouts in accordance with ER 360-1-1 and NPDR 360-1-1. PAO will, in all cases, review and approve concept and content of all information publications intended for the public to ensure that content and design are consistent with current Corps policy.

(1) District publications intended for use by the public must reflect the professionalism and integrity of the Corps. They should be written and organized to effect maximum understanding, and should avoid occupational jargon and other such bars to effective communication.

(2) District elements will submit proposals for developing non-technical publications for distribution to the public under all Corps of Engineers programs to PAO and the Printing Control Officer (Chief, NPPAS) on NPP Form 7 (see Appendix A) for review and approval. PAO will prepare or will assist other District elements in preparing publications approved for District development and production.

(3) PAO will review to ensure conformance to general or specific Corps policy and regulations, appropriateness of the proposal in meeting the perceived need and audience, and applicable public relations and graphics standards.

(4) The Printing Control Officer (Chief, NPPAS) review will include options on paper stock, use of color and production details. Final approval



for print publications is assigned by regulation to the Printing Control Officer.

b. Publications are defined as printed material distributed to a general or specific segment of the public. Recurring announcements (such as public notices) and technical publications (such as environmental impact statements) are not included. They do, however, require approval of the Graphics Coordinator for conformance to graphics standards.

20. PHOTOGRAPHS/COLOR SLIDES.

a. A representative file of 35mm slides and of slide presentations will be maintained by PAO to be used for presentations and briefings by the District Commander and members of his staff.

b. Central slide and photo files of all District photography is maintained by Reprographics Branch OAS. Photos and slides provided to news media and other Federal agencies at no cost, and to the public at cost, will be ordered from Reprographics Branch by PAO.

c. Each quarter PAO will supply NPDPA with a minimum of ten slides, as specified in NPDR 360-1-1.

d. NPDPA will be advised when photographs are provided to national publications.

21. MOTION PICTURES/VIDEO.

a. Guidance on motion picture production is provided in ER 360-1-1, paragraph 5-4e(4). Authorization requests for film productions of national interest or for national distribution will be sent to Commander, HQUSACE (DAEN-PAI) through NPDPA.

b. Authorization procedures for video production are the same as for motion pictures. Video productions for public presentation not requiring HQUSACE approval will be reviewed by PAO to assure that content and quality are consistent with Corps policy and standards.

22. DISPLAYS AND EXHIBITS.

a. PAO is responsible for exhibits planned in connection with conventions and other public events where activities of the Corps of Engineers are of interest to the public.

b. Maximum use will be made of exhibits prepared and provided by HQUSACE PAO.

c. Requests from other District elements for assistance in providing a display or exhibit should be submitted to PAO a minimum of three weeks prior to the event.

23. EMERGENCIES/FLOODS/DISASTERS.

a. The PAO will be notified immediately during on- or off-duty hours of any natural disaster, major project accident, or flood threat, and is responsible for notification to NPDPA.

b. All reasonable access and assistance will be provided to the news media in the event of floods, accidents or other disasters. Official news releases will be made by the District Commander, PAO or others specifically authorized.

c. When a major flood or other disaster occurs, PAO will maintain liaison with Emergency Operations to ensure that complete, accurate and coordinated information is provided to the news media and the public.

d. In the event of terrorist activities, DOD policy on release of information through authorized DOD channels will be followed.

24. COMMAND INFORMATION.

a. PAO is responsible for the regular publication of an authorized unofficial bulletin or newspaper, scheduling of informational briefings and HQUSACE video or film reports for employees and other activities to inform employees about the policies and programs of the Corps and the District. The command information program may include project tours, presentation of films, slide shows and video tapes, and other activities pertinent to the work of the District.

b. PAO is responsible for planning and scheduling an annual briefing for the Engineer Family and for carrying out other requirements of the Engineer Family Information Program in accordance with ER 1-1-24.

25. PUBLIC AFFAIRS PLAN.

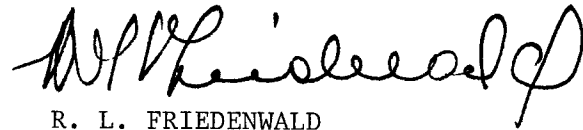
a. PAO will publish an annual Public Affairs Plan, to include major and routine publications, events, and significant actions. The plan will be prepared after consultation and coordination with the District Commander and key staff members to assure that PAO goals, resources and priorities achieve the maximum result in maintaining positive public relationships. A copy of the plan will be provided to NPDPA.

b. District elements are encouraged to develop public information plans for their organization, as appropriate or in accordance with regulations governing their activity. Such plans will be coordinated with and approved by PAO prior to implementation to insure consistency with overall Corps Public Affairs objectives and methodologies. Where the information plan and the

1 June 1984

PDR 360-2-1

Project Master Plan overlap, coordination with and approval of Planning Division is required to insure that the plans are in agreement.

A handwritten signature in black ink, appearing to read 'R. L. Friedenwald', with a stylized flourish at the end.

R. L. FRIEDENWALD  
Colonel, Corps of Engineers  
Commander

DISTRIBUTION:

B

U.S. Army Corps of Engineers

**Publication Approval Form****Instructions:**

Form to be completed to obtain clearance for reproduction of any publication prepared for release to the public. First section is to be completed by the proposer.

(NOTE PURPOSE: To assure coordination through channels and efficient use of manpower and funds resources before and during production of publications.)

Date 6 - 18 - 84	Name XXXXX XXXXXXXXXX	Organization NPPXX	Phone X1234
Proposed Format Example: 2-color brochure	Cost (preliminary est.): \$XXXX Funds Available: x yes no	No. of Copies xxxxxx	Date Required 20 July 84

**Target Audience/Distribution Plan**

Examples: In-house, at projects, to NPD, HQUSACE  
 Public: general public, special interest groups, at public or other meetings, by mail on request  
 Congressional, for information or hearings  
 Schools, universities, at open houses, by mail  
 Federal, state, local agencies; topic experts

**Description**

Examples: One-time; quarterly update; one of a series etc.  
 Special purpose: for specific public meeting or need, to publicize action or status

**Justification**

Examples: To comply with regulations  
 To accomplish specific mission  
 Quantified or perceived public need based on questions asked, lack of public understanding, change in plan or program  
 To accurately and efficiently disseminate information  
 To be responsive to public information responsibilities

**Graphic Treatment** (Brochure, poster, pamphlet, booklet, hand-out; size, style, color, B&W, artwork, photos, illustrations)

Examples: As listed above, plus  
 Redesign of existing publication to meet Graphics Standards  
 Design and layout to include line drawings, charts and graphs, artist's conception, photographs, or other specifics  
 Design format to stimulate action, sustain interest, promote quality professional impression, to attract interest of

Approving Officer	Signature	Date	Comments
<b>Proposal</b>			
Division or Office Chief			A priority to meet goals and accomplish mission
PAO Chief			Agree with need & graphic plan PAO Contact: XXX XXXXXXXX X6005
Printing Control Officer			Paper choice limited to sample attached. Allow 3 weeks to print. OAS Contact: XXXXX XXXXXXXX xxxxx
<b>Text</b>			
Division or Office Chief			Comments incorporated as submitted
PAO Chief			Edit coordinated with submitting office & OK'd
<b>Design/Layout</b>			
Division or Office Chief			Appropriate for purpose
PAO Graphics Coordinator			Comments on draft coordinated with Graphics & originator
PAO Chief			OK'd as edited & including design changes
<b>Camera Ready Copy and Photography</b>			
Division or Office Chief			Final approval to print
PAO Graphics Coordinator			" " " "
PAO, Chief			" " " "
Printing Control Officer (Final Approval)			" " " "